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# PRESTON & KNOTT

# Berry Growers and Nurserymen



ADVANCE BLACKBERRIES
Photographed April 16th, (4 Weeks Ahead of Other Varieties)

BUENA PARK CALIFORNIA



### VISIT OUR FIELD

E ARE located in Orange County, on the Boulevard two miles south from Buena Park or, from Anaheim, five miles west on Lincoln Highway and one-half mile north on Buena Park Boulevard.

If you contemplate planting berries commercially, and it is at all possible, we believe that it would be well worth your while to visit our field. It is the largest bush berry field in Southern California. We have been in the business many years and are still learning. Very likely we have information on some points that would be of value to you. Anyway, we will be glad to meet you and show you our different varieties.

Going over our field with us will in nowise obligate you to buy

plants. Come and let's get acquainted.

You will find that many of the finest, largest and most profitable berry fields in Southern California were grown from our plants. Let us start you in with plants that we are proud of, and then take care of them in such a way that we will be glad to send future customers to see your field, and your profits will be assured.

We have been growing berries for the market for more than twenty years and have selected varieties and strains of varieties that are very prolific. The varieties that we here offer have proved profitable for us and for other growers who have gotten plants from us, and no doubt will prove money-makers for you.

#### WHEN PLACING AN ORDER

Use the enclosed order blank when possible.

REMIT post office money order, registered letter, express order or check.

WRITE your name and address plainly; do not fail to advise us when and how you wish the plants shipped—express or parcel

post.

Prices—We pay the postage on small orders to points up to and including the third zone (all points within 300 miles of Buena Park). This includes strawberries in hundred lots and less and other varieties in less than hundred lots. Larger orders, which are at cheaper rates, are f. o. b. Buena Park, with no charges for packing. Write of phone for prices on larger amounts than are quoted. Our telephone is Anaheim 7-J-3.

Quantity Orders—Figure fifty or more plants of one variety at the 100 rate, and 500 or more at the thousand rate.

## WE GUARANTEE PLANTS TO ARRIVE IN GOOD CONDITION

Although we have no control over plants after they leave our hands, still we want you to be pleased with your plants and to succeed with them, so we guarantee them to reach you in good condition. All Plants are inspected by local horticultural inspector before leaving our place and guaranteed to pass inspection on arrival.

All Orders which you wish us to hold for future delivery should be accompanied by at least one-fourth cash.

#### GUARANTEE

We exercise the greatest care to have all our plants true to label, and hold ourselves in readiness, on proper proof, to replace any plants that may prove untrue to label, free of charge, or to refund the amount paid, but it is mutually understood and agreed to between the purchaser and ourselves that our guarantee shall in no case make us liable for any sum greater than that originally received for said plants that may prove untrue.

PRESTON & KNOTT.

#### TO THE PROSPECTIVE BERRY GROWER

The berry growing industry of Southern California is in progress of re-organization and faces a splendid future. Due to the restrictive legislation the Japanese, who have controlled the business for the past ten or fifteen years, are leaving the fields and the way is clearing for American growers. Furthermore, in the past a large part of the berry acreage has been very close to the big cities, principally Los Angeles. During the past few years, however, a great deal of this close-in berry land has gone out of production due to real estate subdivision, so new lands and new growers are needed. Another factor to be considered by the prospective berry grower is the

rapidly increasing population in the Southwest. A crop of berries that would have glutted the local market three years ago will not begin to supply it now. This condition is necessarily being reflected in prices received. This upward trend in prices has been even more pronounced with bush berries than with

strawberries. Blackberries, dewberries, loganberries, red raspberries and black-caps all brought higher average prices at our shed the past season than during any previous season. In fact, bush berries have become so scarce and high that the Berry Growers' Association of Southern California has adopted the half-pound basket as standard for all varieties of bush berries. This is the same basket that has been used for loganberries and raspberries in the past, and from now on all blackberries and dewberries will be put up in this small basket also. (Be sure and remember this when ordering baskets.)

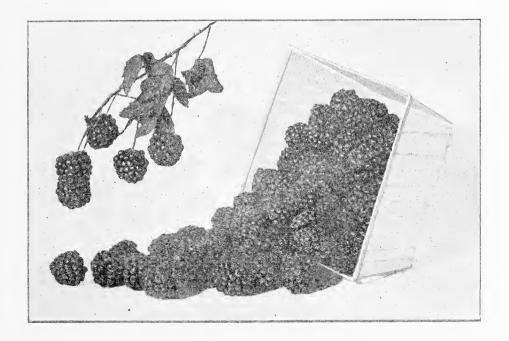
Many new and promising irrigated districts have been opened up in the Southwest during the past few years. Some of these are favorable to the growing of berries on a large commercial scale. San Diego, Ventura and Riverside counties especially hold many inducements to prospective berry growers, for on the coastal lands of the former and the more sheltered irrigated valleys of all early, middle-season and late varieties of berries can be planted with little danger from frost. We believe that a large acreage will be set to berries in these favorable spots during the next few years and that those who take up berry growing now will prosper. Location, in-so-much as city markets are concerned is not important. Modern methods of transportation, with Southern California's unrivalled boulevards, brings many markets within reach of the grower, no matter where he is situated. The profit to be made from small plantings should not be overlooked. This may be derived from roadside stands, or if the grower is situated close to a town, local retailers will be glad to handle his crop. Our packing shed on the boulevard is an important factor in disposing of our crop; retail sales average above \$100 a day during the busy season, and oftentimes run above \$200.

We are enthusiastic over the possibilities of the berry industry in Southern California, but do not let our enthusiasm influence sound judgment. We are increasing our own acreage each year. Our twenty years' experience in growing berries in Southern California is at your disposal, and we will gladly furnish information on planting and cultural methods to anyone who will visit our place.

What other crop could you plant that is as in good demand and brings as good prices year after year as berries?

#### OUR LEADER—THE ADVANCE BLACKBERRY

THIS variety has been our leader in a commercial berry growing business for twenty years. During that time, through careful selection, we have been developing the Advance with an idea of securing a prolific sort that would mature early and ship well. That we have succeeded is illustrated primarily by the fact that we are taking heavy crops from our plantings. Furthermore, the Advance is now the first blackberry on the market, maturing four weeks earlier than the Gardena dewberry, which has always been considered the earliest blackberry in California. The fruit begins to ripen between April 15th and May 8th; we have started picking commercially April 12th, and never later than May 8th. Then, as proof that the Advance has been developed towards firmness of fruit as well as earliness, we have found that they hold up well in transit and on the local market better than any other blackberry. We ship by express every year to Albuquerque, New Mexico, in open crates, without refrigeration, requiring that the berries hold up 48 hours before they reach the retailer. We have also shipped to Denyer, which is 70 hours by express from our packing shed. And



THE ADVANCE BLACKBERRY-1/4 ACTUAL SIZE

This variety matures four weeks earlier than any other blackberry in Southern California. This photograph was taken April 16th.

dealers who handle our product in these cities say that they hold up much better on the retail floor than other blackberries and sell for higher prices. This, we believe, is conclusive proof that the Advance is the best shipping blackberry grown in California today.

At the present time, we have 20 acres planted to this fine berry, which, at the height of the bearing season, keep 70 pickers busy. Our pickers are chiefly Mexicans and we find them good workers in the berry fields. The crop lasts from six to nine weeks and ripens slowly, a desirable feature when one has a large acreage to care for.

There are several characteristics of the Advance blackberry that make it a valuable one for large commercial plantings. It produces its berries on little stems coming out from the main lateral branches, as is shown in an accompanying photo. These little stems, it will be noted, are produced at every leaf



OUR PACKING SHED AND ROADSIDE MARKET

joint and bear from three to five berries each. The thorns are much smaller than those on the ordinary blackberry, being very much like the tiny ones on raspberry canes. This is another point in favor of the Advance variety. The most engaging factor in the growing habit of the Advance blackberry, however, is found in the position in which its fruits are borne. Most of the berries set on the outside of the bush and are easily accessible. This naturally lowers the cost of picking a great deal.

Summing up the good points of the Advance variety, it is the earliest and best shipping blackberry in California; it bears heavily over a long season; its habit of growth cuts picking costs to a marked degree, and last, it sells for very much higher prices than other blackberries. Last season we received \$9.00 per crate net for our first berries. One grower, who got Advance plants from us two years ago, and planted them on a warm south sloping hillside, received \$12.00 per crate for his shipments the first few days in April the past season. Several growers reported receiving above \$8.00 per crate for their early shipments.

Our advice to the prospective berry grower who has good berry land in sections of the Southwest which are not subject to heavy frosts after March 15th, is to plant the Advance blackberry. Through our practical effort in plant selection, we have built up in this variety the standard of quality we believe a commercially successful early blackberry should possess.

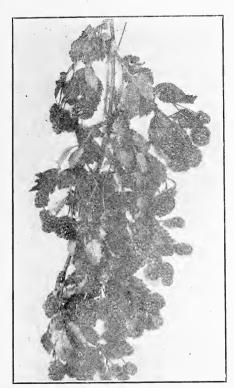
It takes only 1000 plants of the Advance to set an acre, as they should be spaced five feet apart in rows eight feet across. The first year after planting, the vines trail more or less over the surface of the soil, much like the dewberry, but the next and succeeding years they grow upright like the common blackberry. They respond to the same careful watering, cultivation and fertilization as must be practiced with all sorts of berries. They need no pruning during the first year.

On account of the Advance blossoming so early in the season when the weather is likely to be unfavorable for bees to work, we have found that less than five plants will not polonize satisfactorily, so we do not sell less than five plants of this variety.

Prices	5	10	100	1000
	§1.25	\$2.00	\$15.00	\$125.00

#### OTHER BLACKBERRIES

Macatawa Everbearing—The Macatawa is a bush type blackberry requiring no support. The fruit is uniformly large, very sweet, firm, with lew seeds and prac-



A spray of Macatawa Blackberries

tically no core. It bears an exceedingly heavy crop through June and July and another light crop of very large berries in the Fall. One grower reports a vield of 20,000 baskets to the acre from two-year-old bushes. Two years from a one acre planting of oneyear-old bushes we took 9000 baskets. This same acre, the past season, produced 16,000 pint baskets, and the quality was so good that these berries sold for a premium. We consider this a very satisfactory showing for any variety of blackberry. The Macatawa is the practical sort for home garden planting, as it is both a good canner and fine for eating fresh. As a market berry, we consider it the best of the mid-season blackberries because it bears such abundant crops of glossy black, uniform-sized fruits which always look a little better on the market than those of the other varieties ripening at the same time. This variety is not a prolific plant maker and we are increasing our acreage, so our supply of plants is limited.

#### Prices Each 10 100 1000 \$ .15 \$1.25 \$8.00 \$65.00

Crandall-This sort has been the leading mid-season blackberring in Southern California for many years. The bushes require no trellising. The berries are medium size, of good quality anr. nearly round in shape. The Crandall produces good crops each

year and we consider it a satisfactory berry for Southern California.

Prices	EACH	10	100	1000
	\$ .15	\$1.25	\$7.00	\$50.00

Plant these varieties five feet apart in rows eight feet across, requiring about 1000 plants to the acre.

Wildomar, Calif., April 2, 1925

PRESTON & KNOTT, Buena Park, Calif.

Dear Sirs:—The Macatawa blackberry plants which I purchased from you are growing nicely, and I am very much pleased with them. Could you tell me how to care for them and how to prune the vines this fall?

Yours respectfully.

DEAN FLETCHER.

Mentone, Calif., October 20, 1925.

PRESTON & KNOTT, Buena Park, Calif.

Last February I bought some plants from you, Macatawa and Advance blackberries, and would like some information about pruning them. They have made such a wonderful growth. The Advance vines are from six to ten feet long. Shouldn't they be cut back? Thanking you in advance, I am, Yours truly.

#### THE BEST DEWBERRIES

Gard:na—This is the earliest and one of the most prolific of all dewberries, ripening four weeks later than the Advance blackberry, but two weeks earlier than the common varieties of blackberries. We consider the Gardena to be one of the best dewberries for planting in Southern and Central California, where it is unusually prolific and a "sure-cropper." From one acre of Gerdenas, the first year after planting, we picked 7200 pint baskets, and the second season (the second year after planting) we picked 15,000 baskets. This is not an unusual yield on good land with proper care.

The Gardena dewberry was named by W. M. Gray, of Gardena, Los Angeles County, who was one of the first to grow them here. This variety can be grown successfully anywhere in the Southwest where climatic conditions for berry growing are favorable. Its bearing season lasts from four to five weeks, commencing from May 15 to May 25, according to the weather. It is a strong grower and should be trellised to produce the heaviest crops.

Prices	EACH	10	100	1000
	\$ .15	\$1.00	\$6.00	\$40.00



Picking Berries in one of our Gardena Dewberry Fields

Lucretia—This variety is a very firm, handsome berry of good quality which we recommend planting to prolong the early blackberry season, for it is about to days later than the Gardena. Its heaviest bearing season comes at a time when the Advance is going out, and as it is a good shipper, it can be used to supply markets which have been taking the Advance. It is just as prolific as the Gardena, and better flavor and appearance and larger and firmer than either the Gardena dewberry or the ordinary blackberry. All of these qualities make the Lucretia a profitable berry and one that should be planted by all berry growers.

Prices	EACH	10	100	1000
	S .15	\$1.00	\$6.00	\$40.00

#### SOME RASPBERRIES FOR THE SOUTHWEST

EARLY all varieties of the raspberry do well in the irrigated sections of the Southwest where soil and climate are adapted to their needs. Under careful management they produce large crops and return handsome profits to the grower.

We are growing varieties of both the red and black raspberries. Until very recently the general opinion has been that the black raspberry could not be grown



The Cumberland Black Raspberry

successfully in the Southwest. For this reason, there has been but comparatively few plantings made of the blackcaps. The truth of the matter is that they are well adapted to the soil and climatic conditions in many districts of Southern California, and as these berries are scarce in local markets, growers are receiving high prices for them. Our crop of black aps sell for better prices than any other mid-season berry, and next to the Advance blackberry, they brought us the highest average price during the past three seasons. Last season every crate of our blackcap crop sold for \$5.00 per crate and most of them were ordered a week before they were ready to pick. We are convinced that they will prove to be money-makers for anyone who will plant them, especially to those growers who live comparatively close to the coast in Southern California.

#### PLANT BLACK CAPS

Cumberland—We consider this variety to be the best blackcap for the Southwest. It produces abundantly over quite a long stason and the quality of the berries is excellent, being very firm and of good flavor. It is also a good keeper—we have found that they will stand up in transit far better than any other raspberry. We retailed most of the last year's crop from our packing shed and people from all parts of Los Angeles and Orange Counties ordered them a week in advance. Growers who got Cumberland plants from us two years ago are enthusiastic over the crop and prices they got the past season. Some of them reported that their black caps all sold for more than \$5.00 per crate; and, as one grower remarked, they sold for whatever he had the nerve to ask.

We are offering only selected and thrifty tip plants with a large and well developed root system. With reasonably good care, these should make exceptional growth the first season and produce a very profitable crop the following summer.

Prices	EACH	10	100	1000
	\$ .15	\$1.00	\$6.00	\$40.00

#### RED RASPBERRIES

California Surprise—The California Surprise is one of the most widely grown red raspberries in Southern California and is also one of the most productive. In our locality, after bearing a heavy crop through May, June and July, it often sets a late crop in October and November, with ripe berries on the bushes at Thanksgiving time. In flavor, we believe that this berry is a little the best of the red raspberries, and we have found that persons who buy them will invariably return for more. It is a good seller.

Prices	EACH	10	100	1000
	\$ .15	\$1.00	\$5.00	\$30.00

La France—(Everbearing) This red raspberry was introduced only a few years ago, but is becoming very popular with growers in all parts of the country. It is about twice the size of other red raspberries, and for this reason they are much cheaper to pick than ordinary varieties. Because of their great size and fine appearance, the La France sells on sight. The plants are very vigorous and bear heavily throughout their season, which is from early June to late in the summer. We recommend them for both home and commercial planting.

Prices	EACH	10	100	1000
	\$ .20	\$1.50	\$12.00	\$100.00

Ranaree—(Everbearing) Probably the most prolific exerbearing raspberry on the market, this variety is proving to be a great success around San Jose and Palo Alto, from which points they are shipped in car lots to distant markets. Thousands of trays of them are shipped into Los Angeles each year during August and September from the North because the local crop cannot begin to supply the demand.

Prices	EACH	10	100	1000
	\$ .15	\$1.00	\$6.00	\$40.00

St. Regis—An everbearing red raspberry of comparatively recent introduction which has become a standard for everbearing sorts. The fruit ripens a little later than the Surprise, but it continues to set and ripen later in the Fall.

Prices	EACH	10	100	1000
	\$ .15	\$1.00	\$6.00	\$40.00

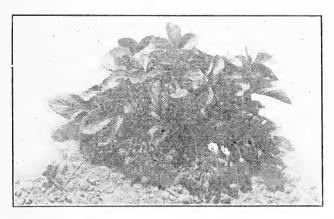
#### THE LOGANBERRY

THIS fine berry, very popular and extensively planted in Oregon and Washington for juice production, is of California origin, being introduced by Judge J. H. Logan, of Santa Cruz, more than 20 years ago. The elongated fruits are a deep red in color, very large (about 1½ inche long) and have a pleasing flavor all their own. In Southern California, loganberries are sold in eight-ounce raspberry boxes, and on account of the proportionate sizes of the container and berry, they are the cheapest of the small fruits to pick. And the fact that the bushes are supported on trellis with fruits easily accessible also contributes largely to lowering picking costs.

Prices	EACH	10	100	1000
	Ş .15	\$1.00	\$7.00	\$60.00

#### STRAWBERRIES FOR PROFIT

THOSE who are in a position to handle strawberries should not fail to plant them this year, for all indications are that they will be scarce and high next season. Many sorts do well in Southern California, but some varieties have, because of certain engaging characteristics, proved to be better commercial berries than others and for this reason are extensively planted. Those which we offer have been placed on this selected list.



Klondykr—This strawberry is planted more extensively in Southern California than any other sort for local and shipping market, as it is the earliest and most profitable sort. Plants will produce two crops a year in the Southwest, the first in the early spring and the second during the summer. It is a vigorous grower and a good plant producer. We recommend it above all other strawberries for commercial planting.

Prices	25	100	1000
	\$ .50	\$1.50	\$7.00

Banner—For the grower who wishes to build up a strawberry trade on fine quality, we recommend the Banner variety. It is just as attractive as the Klondyke and far superior in flavor. It sells the first time on its looks, but after tasting them, the buyer is a steady customer for this delicious berry. Although we do not class it as everbearing, it produces fruit almost continuously through the summer and its size holds up throughout the long bearing season. We strongly recommend the Banner to the home gardener and to the commercial grower who can command a premium for extra fine quality. The Banner is the variety that made Watsonville famous as a strawberry growing center, and is now winning favor in this part of the state.

Prices	25	100	1000	
	\$ .75	\$2.00	\$10.00	

New Oregon or (Oregon Plum)—More growers should plant this variety. It is the largest, strongest growing and finest flavored strawberry we have yet found. While they do not produce as many berries the first year as Progressive Everbearing, they make up for it during the following years, both in quantity and quality. We picked our field, during the past season, continuously from

March until the last of September, which pretty nearly puts them in the everbearing class. And as they are much larger and finer flavored than the everbearing varieties, we consider them more satisfactory in every respect. As a commercial berry there is no comparison, and even for the home garden we consider them more desirable than any of the ever-bearers.

Everyone who buys these berries from our shed invariably come back for more of "those big, sweet Oregons." This variety is taking the place of all others in Southern Oregon and is becoming increasingly popular here.

Both the Oregons and the Banners do especially well on heavy land, and everyone interested in strawberries should plant some of these varieties.

Prices	25	100	1000
	S .75	\$2.00	\$10.00

Carolina—This strawberry has been grown only six or seven years in Southern California, but we class it next to the Klondyke in commercial importance. Like the Klondyke, it bears two crops a year, the first in the early spring and summer and the second in late fall. On our land, the plants have proven to be vigorous growers, and the berries are uniformly large, bright red in color and of fine flavor.

Prices	 25	100	1000
	§ .50	\$1.50	\$7.00

Progressive (Everbearing)—This is the best, most vigorous and prolific of the everbearing strawberries, producing fruit six to nine months of the year. The berries are not as large as the Klondyke or the Carolina, but are sweet. We recommend it for the home garden.

Prices	25	100	1000
	S .75	\$2.00	\$15.00



#### TREES AND VINES

7E ARE berry specialists, and are glad to ship berry plants anywhere. We do not ship trees and grapevines, as we feel that you can buy these more satisfactorily from your local nurseryman. The expense of packing trees and grapevines for shipment is so great that very likely your local nurseryman can sell them to you just as cheaply, and possibly cheaper, that we can pack them and ship them to you.

If you live within reach of our nursery, we will be glad to supply you with fruit trees, walnuts, or grapevines. Both the quality of our stock and our price will please you.

#### BERRY BASKETS AND TRAYS

TE STOCK berry baskets and trays in large quantities and are in a position to quote you attractive prices on these. We use and stock both the tin top and the all-paper baskets. Especially in the half pint (8 oz.) size, the paper basket makes a very attractive and entirely satisfactory package, and there is a material saying in using this basket. We are using a carload of these baskets this year.

Be Sure to Remember in figuring your basket requirements for the coming season that the half pint (8 oz.) basket has been adopted as standard for all varieties of bush berries. This includes all berries except strawberries, which will still be put up in the pint basket. This does not mean that it will be illegal to use the pint basket for bush berries, for the law makes either basket optional. but that the Berry Growers' Association last year adopted the half pint basket as standard and marketed all the bush berries that went to Los Angeles in this basket. The trade is becoming used to this package, and the quotations in the market reports are for trays or crates containing the half pint baskets.

#### All prices are f. o. b., Buena Park. Our prices for the Adams Paper Baskets are:

8 OZ. PER M							1	2 OZ, PER M	
	1,000 at	\$4.00	:		-	-	-	\$4.25	
	5,000 at	3.90	-	-	•	-	-	4.15	
	10,000 at	3.85	-	-	-	-	-	4.10	
	25,000 at	3.80	-	-	-	-		4.05	
	50,000 at	3.75	-	-	-			4,00	
	100,000 at	3.70		-	-	-	-	3.95	

Tin top wood baskets are \$6.25 per thousand, all sizes.

South Coast Tark, Engineer,
PRESTON & KNOTT, Buena Park, Calif.
Received the plants in perfect condition and am very pleased with them.
Send me one or two more catalogs, as I have some prospective buyers of your plants.
Yours respectfully,
THOMAS S. McLAUGHLIN.

Oxnard, Calif., May 8, 1924.

PRESTON & KNOTT, Buena Park. Calif.

All the plants received in good order and passed inspection all O. K. I was very careful in setting them out, and think I will have no loss at all. The plants were all fine and the count was more than ordered in all varieties. Yours truly.

H. L. BITHER.

Ventura, Calif., April 20, 1925.

PRESTON & KNOTT, Buena Park, Calif. The Advance blackberries I got from you last year have made such a growth this year, I want to know whether to cut them back or not. They are from two to four feet high, and I am afraid they will fall over.

Yours truly, FRANK L. WILLIAMS.

PRESTON & KNOTT, Buena Park, Calif.

The dewberry plants which I bought from you last February are doing fine. I have not lost more than six or eight out of the thousand. I would appreciate it if you would answer the questions on the enclosed page and return to me. I would like to shave the cost of wiring the rows as much as possible and still do it right.

Yours truly,

EDWIN MAC NEIL.

PRESTON & KNOTT. Buena Park, Calif.

I am writing for advice as to how to prune some Advance blackberries that I bought from you early in the Spring. The plants have stooled out until they have from twenty to forty branches, and some of the branches are ten feet long already. Now what I want to know is how shall I prune them? I will thank you for the advice and any other information that you may send me.

Most respectfully.

C. Y. ENYART.

Encinitas, Calif., March 5, 1925.

PRESTON & KNOTT, Buena Park, Calif.

Please send by mail 150 good plants of Advance blackberries. The ones I bought from you in May, last year, are doing fine and have quite a little crop of green berries already.

Yours truly,

PRESTON & KNOTT, Buena Park, Calif.

The plants you sent me last year did well, and I would like a start of those early blackberries by return mail. Kindly send by parcel post, C. O. D., and oblige,

L. M. HENSEL, M.D.

Oxnard, Calif., February 18, 1924.

PRESTON & KNOTT, Buena Park, Calif.

The berry plants arrived Friday morning in fine shape. Had a gardener plant them Saturday. He said they were fine, and thinks every one will grow. Thank you very much for the quick delivery. I am, Respectfully yours,

MRS. L. E. WHIPPLE.

East Bakersfield, Calif., April 6, 1925.

PRESTON & KNOTT, Buena Park, Calif. The berry plants received in good condition. Enclosed please find check of \$120.00 for same. Many thanks, W. R. BURGE.

Norwalk, Calif., January 27, 1925.

PRESTON & KNOTT, Buena Park, Calif. Please send me catalog and prices on grapevines. Strawberries came all Respectfully right , are fine. ASA STRIMPLE.

Arcadia, Calif., January 28, 1924.

PRESTON & KNOTT, Buena Park, Calif.

The strawberry plants you shipped me came in fine shape. check, for which please send me by parcel post the enclosed order. Am enclosing Respectfully

JOHN VAN METER.

#### PRESTON & KNOTT

Buena Park, Orange County, California.



JOHN B. JOPLIN, with CHAMBERLIN & ABBEY PRINT SHOP Anaheim. California

